

The Deltek Vision HubSpot Connector

Inbound Marketing Powered By Deltek Vision



Promote Lead and Customer Intelligence

Blackbox's ready to deploy integration of HubSpot and Deltek Vision allows you to keep your inbound marketing data in sync with your Deltek Vision system. Unify your HubSpot leads, clients, contacts, and campaigns data in Deltek Vision for tighter segmentation of your inbound website contacts.

Focus your sales and marketing efforts with Deltek Vision and HubSpot. Attract and nurture prospects, while capturing real-time information to grow your marketing funnel. Gain further insight to better segment and target your clients to improve cross-selling.

Point & Click Setup

The Deltek Vision to HubSpot Connector utilizes the Blackbox Connector Wizard for Deltek Vision. The Blackbox Connector Wizard is a simple point and click, no-code integration solution that brings data together. Connect and access industry leading software directly in your Deltek Vision system. The solution dramatically reduces integration time and is securely hosted. Through an annual subscription never worry about upgrades, software patches or hotfixes again!

Feature Rich Application

- Capture and associate website form data directly to records in your Deltek Vision system
- Associate HubSpot lists and Deltek Vision Marketing Campaigns
- Track contacts and leads website activity directly in your Deltek Vision system
- Synchronize client and lead data
- Leverage behavioral data in search criteria for more targeted campaigns

Benefits: Streamlined Marketing

- Track performance of inbound marketing campaigns directly in Deltek Vision
- Link your HubSpot inbound marketing tool with your Deltek Vision ERP system
- Maintain consistent and accurate marketing data and reduce duplicate entry
- Create a real-time information hub in Deltek Vision CRM with the latest customer behaviors & activities
- Share marketing awareness insight on your inbound marketing efforts to your entire organization

POWERED BY:



Blackbox
CONNECTOR

Deltek **HubSpot**

The Deltek Vision HubSpot Connector Feature Sheet



The Vision Connector for HubSpot brings records and associated statistics generated in your HubSpot enabled pages and forms into Deltek Vision, creating consistency between the two data sources by providing the following functionality:

1 Link Your Website Forms to Your Deltek Vision System

Capture every website form submission directly in your Deltek Vision Marketing Campaigns to help your sales and marketing teams better understand the status of each relationship.

2 Streamline Your Deltek Vision Marketing Campaigns

Reduce the time intensive manual time dump required to maintain marketing campaigns in disparate systems. Seamlessly connect your Deltek Vision Marketing Campaigns to your HubSpot forms.

3 Manage Marketing Subscription Lists

Create highly targeted email segments in Deltek Vision and populate a list in Hubspot with the push of a button! Once ready, collect email responses on-demand or via scheduled workflow.

4 Create a HubSpot Intelligence Record for Each Contact

HubSpot collects valuable intelligence about your client's and lead's interests, behaviors, level of activity on your website and more. This valuable contextual insight provides your sales and marketing team with the insight needed to meet your client's expectations.

Track:

- Website Visits
- Page Views
- Form Submissions
- Last Date Visited
- HubSpot Score
- First Referral Page
- Last Page Viewed
- Last Referral Page



To learn more, visit www.blackboxconnector.com – *Bringing Data Together.*